



Minutes City Council's Sports, Recreation, Arts & Cultural Development Committee May 12, 2009

Minutes of the meeting of the City Council's Sports, Recreation, Arts and Cultural Development Committee held on Tuesday, May 12, 2009, 3:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. Fifth Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Onnie Shekerjian

City Staff Present:

Kathy Berzins, Dep Comm Svcs Mgr
Travis Dray, Dep Mgr, Recreation
Shelley Hearn, Comm Rel Mgr
Jan Hort, City Clerk
Rosa Inchausti, Diversity Mgr
Cliff Jones, Fire Chief
Tom Lopez, Facilities Maintenance Dir
Jayson Matthews, TCC
Mark Richwine, Parks & Rec Mgr
Nancy Ryan, Comm Dev/Rio Salado
Chris Salomone, Comm Dev Mgr
Marc Scott, Asst. Fire Chief
Karl Stephens, Diversity

Guests Present:

Chris Bastian, Realtor
Brian Belkin, TCVB
Michael Martin, TCVB
Ed Mitchell, citizen

Councilmember Mitchell called the meeting to order at 3:05 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

The meeting minutes from April 30, 2009, were accepted.

Agenda Item 3 – BLM Land Use RFP Update

Nancy Ryan summarized that there are two respondents to the RFP for the Amateur Sports Facility.

- One of the teams is comprised of Field House Development Group, an experienced amateur sports facility development group from the Chicago area, teamed with Neil Pardo Companies, the National Sports Center Foundation, from Blaine, Minnesota, and Miravista Holdings.
- The second team is led by American Sports Centers, an experienced amateur sports facility developer from Anaheim, California, teamed with Architekton and Hayden Building Corporation.
- An initial evaluation committee meeting will be held, and the next step will be to check references.
- An economic analysis will be prepared to confirm the proposed benefits and costs of each proposal.
- The findings will be reviewed with Council at an Issue Review Session.
- Staff will send each respondent a list of questions for follow-up.
- A best and final offer will be requested.
- Scoring will be completed, and recommended action will be taken to Council.

Councilmember Mitchell clarified that American Sports Centers entered into an agreement with Avondale and asked if that would hinder this process.

Mark Richwine responded that he has spoken to Dan Davis from the City of Avondale. Their contract is an exclusive agreement for the purposes of assisting in the development of a similarly sized facility in Avondale. The exclusivity agreement only goes as far as the 143 Freeway.

Councilmember Mitchell asked what would deter them from having tournaments between Avondale and Tempe.

Mr. Richwine responded that there is more than enough business for both. The Avondale facility, purely from a transportation standpoint, is about 45 minutes away.

There was a question whether Avondale is building the same kind of facility.

Mr. Richwine responded that it might be significantly smaller. It is about 60,000 sq. ft. under roof and it won't have as many amenities. Avondale sought to build their own facility, but with the economic downturn, they were looking for a private partner. It will be a similar sized operation to the Kiwanis Recreation Center without the pool facility.

Councilmember Shekerjian asked about the timing.

Mr. Richwine responded that they have only signed a contract with Avondale to advise the City of Avondale on the construction of the facility. At this point, Avondale, while they have the money, has not selected an architect for the actual design of the center. Part of the agreement is that they would become manager of that facility once it is completed.

Ms. Ryan added that there are distinctions between them.

Agenda Item 4 – 2009 TCVB Spring Training Marketing and Promotion

Michael Martin summarized the TCVB's 2009 Spring Training marketing and promotion. He clarified that the TCVB promotes the spring season and their marketing campaign covers all of the spring activities. He presented a conversion study for the spring season.

- For Sunny Arizona, a AAA promotion with Mesa and Chandler, 9,970 room nights were tracked for January, February and March.
- For the TCVB promotions (non Sunny Arizona), 8,939 room nights were tracked.
- Specific March numbers (from Smith Travel Research) for Tempe show the following:

- Occupancy was 72.7% in 2009, 85.9% in 2008, for a difference of -17.0%
- ADR rate was \$108.77 in 2009, \$126.26 in 2008, for a difference of -15.4%
- RevPar was \$79.12 in 2009, \$108.42 in 2008, for a difference of -29.7%
- Room Nights
 - At 72% occupancy in March 2009, Tempe had 122,804 total room nights.
 - At 85.9% occupancy in March 2008, Tempe had 146,612 total room nights.
 - Difference is 23,808 room nights.
 - This represents all room nights booked in Tempe regardless of purpose of travel.

Mr. Martin also distributed samples of the TCVB marketing materials for the season:

- Tempe Spring Specials
- Sunny Arizona (all AAA travel agents in the country),
- An ad that runs in twelve different publications in the U.S. and Canada during this season, totaling over 7,000,000 in circulation.
- A promotion called "Two Enthusiastic Thumbs Up" that was conducted in Denver.
- Website promotions.
- The TCVB does a sponsorship with the Angels for \$12,500 every year. For example, they get a billboard at the park, an ad in every home game program, plus an insert in the publication that goes to all season ticketholders in Southern California (approximately 5,000). That is a very important piece.
- The TCVB also co-ops with other destinations in the valley for the Cactus League insert which covers all of the Spring Training games. This insert goes into the city newspapers of each team.
- Optimized Press Release Program – press releases are sent through the web and hits are tracked.
- The Value AZ.com was launched this morning. It is a website that has currently over 100 different deals throughout the State. It is a promotion to keep Arizonans within Arizona for the summer.
- Website visits have increased. In March, there were 70,000 visits compared to 63,000 last year.

Councilmember Mitchell asked how Tempe compares to Scottsdale for occupancy rate.

Mr. Martin responded that Scottsdale is about 73,000. The percentage of decrease is nearly equal across the valley. The west valley added rooms over the last year and they have a larger decrease.

Agenda Item 5 – Use of Public Safety Lock Box Access on Housing for the Disabled

Jayson Matthews introduced Ed Mitchell and Chris Bastian who provided a presentation on the concept of lock box access to housing for seniors and the disabled.

Ed Mitchell summarized that this program integrates the needs of seniors and disabled residents in a significant way.

- The lockbox program was started in Scottsdale and spread to Fountain Hills, Chandler, Sun City, Sedona and Casa Grande.
- The Fire Department maintains the code to access the box. Inside the box is a key to the house.
- The box could be hung on the door or mounted on the outside wall beside the door.
- He believes this is necessary and useful in the City of Tempe.
- It is supported by the Fire Department and the Diversity Department.

Fire Chief Cliff Jones added that a number of other entities have implemented this program. It is not a perfect system, but if one person's life can be saved with this system, it adds to the system of public safety. It will be the responsibility of each person who has one of the lockboxes to advise the Fire Department of any changes so the system can be accurate. It has the potential to speed access to a building.

Mr. Mitchell added that funding is provided by the Board of Realtors.

Councilmember Shekerjian asked if there is a contract releasing the City of any liability.

Mr. Matthews responded that staff will work with the other cities on the liability issues.

DIRECTION: After the agreements are worked out, staff should take this to Council at an IRS.

Councilmember Shekerjian suggested that a media campaign be developed to promote the system.

Mr. Mitchell added that Council previously approved the Vial of Life Program. Tempe St. Luke's has ordered 5000 new vials, and one model would be at the Pyle Center, Tempe St. Luke's, and other key points on a given weekend, register people. The lockbox program would be a perfect complement for the Vial of Life.

Agenda Item 6 – Future Agenda Items

The next meeting is scheduled for June 10, 2009.

- Experience Corps should move to the Education Committee.
- Caremark prescription drug card
- Update on RFP

Meeting adjourned at 3:30 p.m.

Prepared by: Connie Krosschell
Reviewed by: Mark Richwine

Jan Hort
City Clerk